

Montana Census 2020 Comms Implementation Plan – Educational Phase (August to March)

MT State CCC Government Subcommittee

Target Audiences	Key Messages	Subcommittee Outreach Leads
State Legislators	<ul style="list-style-type: none">Importance of Federal FundingNeed for Accurate DataAdditional U.S. House RepresentationAccurate Data for Redistricting / Voting Representation	Joe Kolman / Susan Fox

Group to reach	Organization / Audience Contact	Planned Communication Method(s)	State CCC member and CEIC staff responsible for Outreach	Target Date for first outreach	Frequency for Communication	Desired Action / Outcome by Audience	Resources Need (materials, staff support, funding, etc.) to accomplish this outreach
State Legislators	State Legislators and Legislative Staff	Webinars or in-person meeting educating on legislators on the importance of the Census, discussing local CCCs and asking them to participate and recruit for the local CCC if not already involved	Joe Kolman / Susan Fox	October	Twice	<ul style="list-style-type: none">Join local CCCIncorporate Census Messaging in outgoing communications and websitesProvide MT / Tribal talking points, 50 ways, and link to the CCC map as part of the email to the Commissioner	<ul style="list-style-type: none">Pre-email and information;Provide materials including Census CCC map and members, brochures for them to distribute with links to website and digital toolkits;SWAG;Job information for their area

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<i>State Legislators</i>	<i>State Legislators and Legislative Staff</i>	<i>Phone call / Email asking for opportunities to incorporate Census Messaging / Present on Census</i>	<i>Joe Kolman / Susan Fox</i>	September - October	<i>Several</i>	<ul style="list-style-type: none"> - <i>Identify speaking opportunities for Census Partners / State CEIC etc. / Local CCC / County Commissioners –have sample presentations on census.mt.gov</i> - <i>Write op-ed for area press and do a radio PSA(s) promoting Census and specific benefit to the tribe</i> - <i>Facebook posts on legislative Facebook Site</i> - <i>Articles for emails, newsletters, other communications going to constituents</i> 	<ul style="list-style-type: none"> - <i>Key facts</i> - <i>Sample presentations</i> - <i>Sample blog, website, newsletter verbiage on their district to share</i> - <i>ROAM maps indicating area low response areas</i> - <i>Method of enumeration maps</i> - <i>Jobs needed for the area</i>
<i>State Legislators</i>	<i>State Legislators and Legislative Staff</i>	<i>Community based organizations holding an event of which they are a part</i>	<i>Joe Kolman / Susan Fox</i>	September	<i>As frequently as possible</i>	<ul style="list-style-type: none"> - <i>Legislator and local CCC member or Tribal leadership share importance of census messaging</i> 	<ul style="list-style-type: none"> - <i>Draft speech(s); Calendar of Fall Events; table and promotional materials (brochures and SWAG), banner</i>
<i>State Legislators</i>	<i>State Legislators and Legislative Staff</i>	<i>Place Census 2020 promotional materials in County / City offices and on business message boards</i>	<i>Joe Kolman / Susan Fox</i>	October	<i>As needed</i>	<ul style="list-style-type: none"> - <i>Awareness of upcoming 2020 Census and show support</i> 	<ul style="list-style-type: none"> - <i>Draft messaging for board and flyers, posters, handouts, SWAG</i>
<i>State Legislators</i>	<i>State Legislators and Legislative Staff</i>	<i>Phone call / email requesting they write an op-ed, record a PSA, add information/insert to newsletter</i>	<i>Joe Kolman / Susan Fox</i>	October	<i>Several</i>	<ul style="list-style-type: none"> - <i>Educate community members on the importance of census by writing an op-ed to local paper, recording a PSA, or adding information/insert to newsletters</i> 	<ul style="list-style-type: none"> - <i>Draft op-ed letter, draft script for PSA, draft messaging/insert for newsletter</i>

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State Legislators	State Legislators and Legislative Staff	Message Boards at the County / City Offices	Joe Kolman / Susan Fox	October	Several	<ul style="list-style-type: none">- Educate community members of the importance of census- Motivate self-response	<ul style="list-style-type: none">- Draft messaging for board and flyers, posters, handouts, SWAG

Possible Communication Methods

- Posters
- Fliers and brochures - These can be more compelling in places where the issue is already in people's minds (doctors' offices for health issues, supermarkets for nutrition, etc.).
- Newsletters
- Promotional materials - Items such as caps, T-shirts, and mugs can serve as effective channels for your message.
- Internet sites - In addition to your organization's website, interactive sites like Facebook, Twitter, and YouTube are effective mediums for communication
- Letters to the Editor
- News stories, columns, and reports
- Press releases and press conferences
- Presentations or presence at local events and local and national conferences, fairs, and other gatherings
- Community outreach
- Community events
- Word of mouth
- Exhibits and public art
- Videos
- TV - ads and Public Service Announcements (PSAs) – and present news programs that deal with your issue or profile your organization.